1. What are three conclusions we can make about Kickstarter campaigns given the provided data?

The goal of this assignment was to be able to uncover any hidden trends that many organizations that are looking for their projects to be successful once they are launched at Kickstarter, a crowdsourcing service. Based on the analysis, it seems that projects in the category theater and subcategory plays is highly successful. These projects are more likely to successfully if they have a goal of less than a $1000 and have been launched in the month of May. If one takes a closer look at projects that have an US origin the trend remains pretty much the same. I have picked US here, but other countries which have a category in theater also show the same general trends.

1. What are some of the limitations of this dataset?

I think one of the limitations is that the data is not good for making comparisons across different countries as all countries do not have the same set of categories and sub-categories.

1. What are some other possible tables/graphs that we could create?

Since we have calculated the average donation in Column P, if would be interesting to study the relationship between Average Donation and the likelihood of being successful or not. In this case, one needs to create a new variable “Successful” which will be equal to 1 if status is equal to ‘successful’, else the variable will take a value of zero. More simply, create a new dummy variable ‘Successful’. Then using this variable as a dependent variable, run a regression using ‘Average donation’ as the independent variable. This regression will provide some sense of the how much donation on an average will likely lead to a successful project at Kickstarter.